

1. Method for the creation of a dynamic offering for perishable goods and services in an electronic trading system, being said system accessible by at least, one producer, one purchaser and one channel, said method comprising the steps of

5 the producer entering details about individual units of inventory, into an
Inventory database via a producer interface

the purchaser interacting with the channel via a channel interface and entering details of purchaser profile and search criteria,

the producer electing to analyze historical data concerning the relative effectiveness of various combinations of offering elements, and conducting simulations that attempt to predict the efficacy of a particular offering, based on said historical data, and using said simulations, to predict the performance of a particular combination of offering elements to use in creating a new offering

the producer selecting and/or defining elements about offering rules, into an
15 Offering Rules database via said producer interface,

the producer activating/deactivating said offering rules

the producer creating intermediate offers assigning the offering rules contained in the Offering Rules database to the inventory contained in the Inventory database, which intermediate offers are stored in a Core Engine database,

20 a core engine constructing a dynamic offering for said perishable good or
service based on the intermediate offer contained in the Core Engine database and on
the purchaser profile and search criteria,

such that the dynamic offering constructed is tailored uniquely to each purchaser, and optimizes both the producer and the purchaser situations, creating and adding value for both the producer and the purchaser and also to the channel.

2. . Method according to claim 1, whereby the entry of inventory comprises the steps of

the producer generating inventory,

30 the producer identifying units of inventory to be made available and associating
each unit to an inventory code, which inventory codes are organized and stored in an
Inventory Codes Database,

generating a directory of all inventory that could possibly be offered,

the producer entering inventory details into an Inventory Details database,

35 the inventory codes are associated with said details and stored in the Inventory

database.

3. . Method according to claim 2, whereby said units of inventory include excess inventory, oversold inventory and standard inventory.

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4. . Method according to claim 1, whereby the entry of offering rules comprises the steps of

the producer entering a predefined set of inventory group codes, that act as filters against the Inventory database to select only the units of inventory that meet certain criteria,

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the producer entering a predefined set of offering rules, which are organized and stored in the Offering Rules database, said offering rules including

- i. pricing rules,
- ii. purchaser segment rules,
- 15 iii. channel filtering rules,
- iv. negotiation rules
- v. offering administration rules

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said offering rules being assigned to individual units of inventory based on predefined offering parameters.

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5. . Method according to claim 4, whereby said pricing rules determine both a pricing mechanism and a pricing algorithm to be used during the offering.

6. . Method according to claim 4, whereby said purchaser segment rules designate characteristics of the purchaser segment to which the offering will be targeted.

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7. . Method according to claim 4, whereby said channel filtering rules determine through which channels the offering will be made available.

8. . Method according to claim 4, whereby said negotiation rules designate certain non-price elements to be included in the offering, including Terms and Conditions and Use of Certain Assets.

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9. . Method according to claim 4, whereby said offering administration rules determine when an offering will be made available to the channels, for how long the

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offering will last and how often it will be repeated.

10. Method according to claim 1, whereby the method includes the steps of
notifying a third party via the corresponding interfaces of a potential
5 transaction,
facilitating the participation of said third party in the offering and closing of the
transaction.
11. Method according to claim 1, whereby producers and channels are provided
10 with a means of presenting the offering in real time.
12. Method according to claim 4, whereby the producer has the ability to choose
where the offering is presented, being able to decouple the choice of the pricing rules
from the choice of the channel.
- 15 13. Method according to claim 12, whereby the producer has the ability to select
specific purchaser segments, independently from the channel being used.
14. Method according to claim 4, whereby the producer has the ability to choose the
20 negotiation rules, controlling the manner in which the offering is presented to the final
purchaser.
15. Method according to claim 4, whereby the producer has the ability to offer non-
price elements of value to the purchaser based on specific criteria, at a given point in
25 time.
16. Method according to claims 11-15, whereby the producer combines the choice of
the channel, the choice of the pricing rules and the choice of the negotiation rules into a
single, effective decision making mechanism through which said producer has the
30 ability to change each one of these components in real time, independently, and
relative to any inventory grouping.
17. System for the creation of a dynamic offering for perishable goods and services
in an electronic trading system, being said system accessible by at least, one producer,
35 one purchaser and one channel, said system including electronic or physical

connections between said parties, whereby said system includes,

a core engine, which constructs a dynamic offering for said perishable good or service based on an intermediate offer contained in a Core Engine database and on a purchaser profile and search criteria entered by said purchaser,

5 such that the dynamic offering constructed is tailored uniquely to each purchaser, and optimizes both the producer and the purchaser situations, creating and adding value for both the producer and the purchaser and also to the channel.

10 18. System according to claim 17, whereby the system includes an Inventory database which contains inventory data entered by the producer and an Offering Rules database, which contains offering rules entered by the producer.

15 19. System according to claim 18, whereby the offering rules include inventory group codes, pricing codes, purchaser segment rules, channel filtering rules, negotiation rules and offering administration rules.

20 20. System according to claim 17, whereby the system includes third parties with corresponding interfaces, who wish to offer elements that are available at the time of construction of the offer.

21. System according to claim 17, whereby the system includes third parties with corresponding interfaces, who wish to access the Core Engine directly through a specific Automatic Programmable Interface.

25 22. System according to claim 17, whereby the system includes Enabling Systems such as payment facilitators, reservations systems, logistics companies and credit card companies.

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